

September 30, 2011

To: Executive Board

Subject: **Foothill Connections Marketing Campaign**

Recommendation

Receive and file the Foothill Connections Marketing Campaign report.

Analysis

Many residents of the Foothill Transit service area are not aware of how easily and conveniently the service connects the communities of the region and hundreds of exciting destinations. Foothill Connections is an innovative new marketing campaign, building on our existing brand approach to focus on relating Foothill Transit's connections to the communities and the lifestyles of the region's residents.

The new campaign is designed to show how Foothill Transit's service helps hold the community quilt of the Foothill region together. It makes the residents and communities the stars of the program. The campaign will accomplish this by making innovative use of the latest in media approaches, including a heavy reliance on social marketing venues such as Facebook. Through these new venues, visitors will have new opportunities to connect and share destinations, events, and activities with each other.

The concept builds community connections, while reminding our new Facebook friends that Foothill Transit offers a hassle-free way to get to and from destination opportunities. Our goal is for our residents to recognize: *"I am a part of a broad set of communities and life experiences; Foothill Transit connects me with them all. It connects me to my community and opportunities both literally and virtually."*

The campaign combines traditional media (Cable/Print/Cinema) with non-traditional media (social media marketing), using traditional and online mechanisms to introduce Foothill Connections and to encourage residents to build community at the Facebook site. Foothill Connections will also have the functionality to link back to www.foothilltransit.org.

The campaign targets individuals geographically through traditional approaches (local cinema houses; San Gabriel Valley News Groups' family of newspapers; and zoned cable TV); and by interests online (Google AdWords, Facebook and Yahoo! banner ads, YouTube sponsored videos, and through a targeted email effort) providing the most exposure for the least amount of cost.

A special promotional opportunity will feature a contest where those who visit the new Foothill Connections can "Like" the page, post a recommendation and enter to win one

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of nine two-day getaway trips to popular California destinations. The offer will elevate our message awareness, while also building traffic to Foothill Connections, and building content on our new Facebook presence. The trips are made possible through the purchase of advertising with the San Gabriel Valley News Group.

Initially, the campaign will be separated into two phases: Phase 1 (October – December) – Build Foothill Connections site awareness with offline and online tactics and stimulate trial usage with offers. Using the results from Phase 1 to inform the tactics for Phase 2 (January – March), re-launch brand ID, feature mobile enhancements (Twitter, Foursquare, etc., and new offers.

Budget Impact

The approved Fiscal Year 2012 Business Plan includes funding for Foothill Connections marketing campaign.

Sincerely,



Linda T. Somilleda
Director of Marketing and Communications



Doran J. Barnes
Executive Director